

Frequently Asked Questions

- *Clear Choices Clean Water* -



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What is *Clear Choices Clean Water*?

Clear Choices Clean Water is a campaign to increase awareness about choices we make and the impact they have on our streams and lakes. Water quality friendly lawn care includes practices such as using phosphorus-free fertilizer, landscaping with native plants, managing yard and pet wastes, and properly maintaining septic systems. By educating individuals on these important actions and giving them the tools they need to make these essential changes in their own yards, we will empower them to do their part for water quality.

How and when did this campaign start?

The Watershed Foundation (TWF), White River Alliance (WRA), and the IUPUI Center for Earth and Environmental Science (CEES) teamed up in 2010 to implement this unique strategy to increase awareness and knowledge about residential yard choices and their impacts on water quality in our watersheds. The focus began in Indiana but is spreading across the country.

PS, if you aren't sure what a watershed is, check out our [pledge map](#) to see the landscape boundaries that define the area of land that drains to each of our major Indiana streams – these areas/physical land boundaries are a stream's 'watershed'.

Who sponsors and pays for the *Clear Choices Clean Water* campaign?

Clear Choices Clean Water is supported by sponsorships from a variety of individuals, businesses, government agencies, and civic groups. Visit our [sponsors page](#) to see who is supporting the program and how you can join us!

How can I become a sponsor of *Clear Choices Clean Water*?

Check out our [Clear Choices Clean Water e-brochure](#) for additional information, and then please contact us! Your involvement will allow us to add more features to the site, expand the campaign topics/pledges, and create other collateral campaign materials (such as signs, leaflets, postcards, billboard artwork, door hangers, radio ads, etc.) for use in your community. If you're located in Indiana find out more about the levels of [Indiana Sponsorships](#) available.

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Is *Clear Choices Clean Water* available outside of Indiana?

Yes! This award-winning program is available to any community. By entering into an agreement with the *Clear Choices Clean Water LLC*, you can have your own *Clear Choices Clean Water* website customized with your local watersheds and information. You will have access to your own website and the education and outreach materials and media developed for the program. And, you will be able to add new pledges and content as it is developed. To learn more, read about [becoming an affiliate](#) and contact us.

How many choices will the *Clear Choices Clean Water* campaign include?

Our vision is that *Clear Choices Clean Water* is a holistic campaign promoting simple, yet important actions that residents, businesses, and others can take to improve our water quality and preserve our water resources. As new water quality issues arise and change, and as our resources allow, we will continue to update and expand the *Clear Choices Clean Water* campaign. If you have an idea for a pledge, contact us. We'd love to hear from you!

What do people get for taking *Clear Choices Clean Water* pledges?

People get to feel good for making a difference! And after taking a *Clear Choices Clean Water* pledge, they receive feedback about how much pollution they have prevented from entering our streams and lakes. They get to see their location on an interactive map – providing further confirmation that they are doing their part! They also get an easy, low-pressure way to encourage their friends, family, and neighbors to do their part by way of email invitations or Facebook and Twitter feeds.

Who can I talk to for more information on *Clear Choices Clean Water*?

For more information on *Clear Choices Clean Water* contact:

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